



State of Nevada – Department Of Personnel

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
SENIOR GRAPHIC DESIGNER	31	C	7.862
GRAPHIC DESIGNER	29	C	7.864

SERIES CONCEPT

This class series encompasses positions that perform a variety of original display and visual design work for a State agency including brochures, catalogs, magazines, books, instructional materials, and printed material; performs related work as required.

Incumbents design magazines, brochures, catalogs, books, and other promotional and instructional materials utilizing a variety of desktop publishing software to set size specifications, typography, pagination and other graphic elements. The purpose of the project is determined to develop a visual concept that is esthetic and practical through the use of creativity, imagination, and illustrative skills as well as an ability to communicate ideas visually. Determines appropriate placement of text, photos and illustrations, copyfitting and other related graphic elements.

Incumbents determine the visual concept and the style necessary to convey the desired visual effect. Creates the desired results and prepares preliminary details of design work in conformance with agency standards and discusses art concepts and create mock-ups for final approval.

Incumbents coordinate details of the design work to meet specified deadlines. Proof reads final copy for general grammatical and spelling errors, etc. and submits finished draft to produce camera-ready artwork.

Incumbents assure conformity with agency's design standards and formats. This requires an understanding of the agency's mission and goals and how promotional materials impact on the agency's public image.

Incumbents produce the final art work for a variety of design projects including camera-ready art, displays, etc. This requires advanced technical production skills including typography and copyfitting, illustration, and related techniques.

Incumbents prepare and maintain all documentation of work completed associated files and billing information for assigned projects to provide a tracking system. Established and updates records pertaining to projects in progress and completed.

CLASS CONCEPTS

SENIOR GRAPHIC DESIGNER

Under general direction, performs the full range of duties in the series concept and, in addition, function independently and is responsible for all aspects of assigned projects including graphic design, resolution of conceptual problems, determining project production schedules, coordinating and directing photo shoots and conducting research.

CLASS CONCEPTS (cont.)

Senior Graphic Designers work directly with the client and are responsible for initiating the bidding process, preparing project cost estimates by writing print specifications and sending bid requests to appropriate vendors. Estimates are based on meeting with printers, typesetters, photographers, etc. requiring detailed analysis of the production process including time and materials necessary to provide a given product.

GRAPHIC DESIGNER

Under general supervision, at the journey level, perform the full range of duties described in the series concept involving the design of visual graphics for a state agency.

MINIMUM QUALIFICATIONS

SENIOR GRAPHIC DESIGNER

EDUCATION AND EXPERIENCE:

I

A Bachelor's degree in Graphic Design or a closely related field which must have included course work in design and production and three years of experience performing graphic arts and design work created freehand or with graphic software which involved the design of brochures, catalogs, books, instructional materials and publications; OR

II

Two years experience at the Graphic Designer level in Nevada State service; OR

III

Graduation from high school and five years of experience as outlined in option I; OR

IV

An equivalent combination of education and experience in which the applicant has demonstrated possession of the entry level knowledge, skills and abilities.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES: (These may be acquired on the job and/or needed to perform the work assigned.)

Knowledge of the agency's mission and goals as applied to working with clients and promoting the image of the agency. Knowledge of State rules and regulations as they apply to purchasing and inter-departmental services. Knowledge of regulations and laws applying to print reproduction such as copyright, photo releases, etc. Working knowledge of art production in order to communicate visual concept and cost estimate to client, printer, photographer and/or writer. Working knowledge of department policies as they apply to bidding, record keeping and printing and postal regulations. Knowledge of print specifications in order to prepare bid paperwork or requests for estimate from printers and other vendors.

Ability to explain to student intern, co-workers and clients technical information or methods related to art production or printing. Ability to handle rapid changes in conversation involving difficult questions concerning deadlines, printing specifications and budget. Ability to interact diplomatically with the public in a high volume, continuous public contact setting. Ability to compare and inspect

MINIMUM QUALIFICATIONS (cont.)

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES: (cont.)

bids or estimate and judge whether they are similar or different from prescribed standards. Ability to recognize the need for change and to modify a procedure in order to effect a better system of operation for the department. Ability to set priorities which accurately reflect the relative importance of job responsibilities.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES: (Applicants will be screened for possession of these through written, oral, performance or other evaluation procedures.)

Working knowledge of desktop publishing software and hardware in order to produce accurate artwork for client approval and printing. Working knowledge of art production in order to communicate visual concept and cost-estimate to client, printer, photographer and/or writer.

Ability to keep accurate accounts of time and materials for billing purposes. Ability to vividly describe art concepts so that clients can visualize them. Ability to speak on a one-to-one basis using appropriate vocabulary and grammar. Ability to obtain appropriate information regarding project deadlines. Ability to explain policies and procedures to client. Ability to persuade client to accept visual or art concept. Ability to prioritize assignments to complete work in a timely manner in order to meet planned production and printing deadlines. Ability to arrange client copy or art work to join logical sequence of thought or action.

In addition, all other knowledge, skills and abilities required at the lower level of this series.

GRAPHIC DESIGNER

EDUCATION AND EXPERIENCE:

I

A Bachelor's degree in Graphic Design or a closely related field which must have included course work in design and production and one year of experience performing graphic arts and design work created free hand or with graphic software which involved the design of brochures, magazines, catalogs, books, instructional materials and publications; OR

II

Graduation from high school and three years of experience as outlined in option I; OR

III

An equivalent combination of education and experience in which the applicant has demonstrated possession of the entry level knowledge, skills and abilities.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES: (These may be acquired on the job and/or needed to perform the work assigned.)

Knowledge of the agency's mission goals as applied to working with clients and promoting the image of the agency. Working knowledge of desktop publishing software and hardware in order to produce accurate artwork for printing and client approval. Working knowledge of department

MINIMUM QUALIFICATIONS (cont.)

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES: (cont.)

policies as they apply to bidding, record keeping and printing and postal regulations. Knowledge of print specifications in order to prepare bid paperwork or requests for estimate from printers and other vendors.

Ability to keep accurate accounts of time and materials for billing purposes. Ability to vividly describe art concepts visually. Ability to interact diplomatically with the public in a high volume, continuous public contact setting. Ability to set priorities which accurately reflect the relative importance of job responsibilities. Ability to prioritize assignments to complete work in a timely manner in order to meet planned production and printing deadlines.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES: (Applicants will be screened for possession of these through written, oral, performance or other evaluation procedures.)

Knowledge of the methods, materials, and techniques used in artistic design and illustrating. Knowledge of production techniques and current materials available, design possibilities, and production methods. Knowledge of photography, copy writing, and lay-out work. Working knowledge of printer specifications in order to create and produce accurate artwork for color separation, stripping and other printing related techniques. Working knowledge of proofreading marks and copyreading symbols to make copy ready for production. Knowledge of differing paper weights, ink variation and other graphic elements in order to communicate to client and vendor for approval and/or for print specifications.

Ability to operate a personal computer and associated graphics software. Ability to cut overlays and other color separation requirements accurately for print production. Ability to use a state cameras to reduce, enlarge and reproduce artwork and create a halftone. Ability to read technical and standard English text on publications. Ability to proofread technical and standard English text for style, grammatical and spelling errors. Ability to write grammatically correct routine business correspondence such as brief transmittal memoranda. Ability to perform operations with units such as inches, picas to produce accurate artwork. Ability to compute percentages to enlarge or reduce artwork to fit in a given area. Ability to add, subtract, multiply and divide whole numbers, fractions and decimals without a calculator in order to give unit costs or project estimates to client and as well as to produce accurate artwork. Ability to listen preceptively and convey awareness. Ability to work as part of a team. Ability to establish and maintain cooperative working relationships with clients, co-workers and vendors. Ability to organize material, information, people in a systematic way to optimize efficiency and minimize duplication of effort. Ability to copy, post, or transcribe art and printing information received from client or vendor. Ability to work independently and follow through on assignments under general direction. Ability to analyze costs. Ability to speak on a one-to-one basis using appropriate vocabulary and grammar.

MINIMUM QUALIFICATIONS (cont.)

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES: (cont.)

Ability to use a variety of art tools and materials displaying artistic ability as well as creativity and originality.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

	<u>7.862</u>	<u>7.864</u>
ESTABLISHED:	7/1/93P	1/1/84R
	8/31/92PC	7/27/84PC
REVISED:	7/1/95P	7/1/93P
	9/16/94PC	8/31/92PC
REVISED:		7/1/95P
		9/16/94PC